




Alberta's International Offices

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Report to the Alberta Legislature

Alberta
Federal and
Intergovernmental Affairs
April 1991



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ALBERTA INTERNATIONAL OFFICES:

**REPORT TO THE ALBERTA
LEGISLATURE**



**Federal and
Intergovernmental Affairs
April 1991**

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INTRODUCTION: ALBERTA IN THE GLOBAL MARKET

Since 1987, when the last report to the Legislature on Alberta's international offices was prepared, dramatic events have taken place in the world.

The Canada-U.S. Free Trade Agreement was negotiated, creating major opportunities for Alberta businesses in what is already our largest foreign market. Now, there are prospects for a broader North American arrangement involving Mexico as well.

Eastern Europe has been freed from fifty years of totalitarian domination, and the Soviet Union is attempting its own radical reforms. In Western Europe, the European Community has made substantial progress in the creation of a unified market and has taken the first steps towards political and monetary integration.

In Asia – Alberta's most rapidly growing market area – there are new opportunities in Japan for Alberta products, while the flow of investment and tourism gains momentum. The People's Republic of China, despite political repression, continues to experiment with economic freedom and remains a market with major potential for Alberta. Important breakthroughs have occurred in our economic relations with other Asian economies such as South Korea, Taiwan and the ASEAN countries (Thailand, Indonesia, Singapore, Phillipines, Malaysia, and Brunei), presenting new opportunities for both trade and investment.

Despite the importance of developments elsewhere in the world (e.g. the Persian Gulf War, the progressive democratization in Latin America, and the apparent end to apartheid in South Africa), events in the United States, Asia and Europe have the greatest impact on Alberta's international interests. For this reason,

Alberta's six international offices are located in those regions.

Alberta has a small population and an economy based on natural resources. Thus, the Province's economic growth is influenced by how well it markets traditional exports: agricultural and forestry products, oil and natural gas, petrochemicals, expertise and technology in the area of oil and gas production, and manufactured products. Increasingly, Alberta's competitiveness will depend on the export of new techniques and products in areas such as environmental technology, processed foods, medical care, cold weather technology, advanced industrial materials and educational services.

Alberta's economic growth is also influenced by its ability to attract investment and new technology to fuel the development of industries in the Province. Similarly, Alberta's economic future will be affected by how well it promotes the growth of the tourism sector and by its ability to market Alberta's natural beauty, open spaces and many recreational opportunities.

To be successful, Alberta must be vigilant and knowledgeable about the activities of competitors in the world marketplace. Besides having timely information on market developments, Alberta businesses must have at their disposal intelligence on the trade policies, priorities and strategies of trading partners. In the next decade, Alberta will be affected by events such as the movement toward a unified Europe after 1992, the Uruguay Round of multilateral trade negotiations, perestroika in the U.S.S.R, Japan's continuing economic pre-eminence, the rapid industrialization of the Asian newly industrialized countries, the restoration of Chinese sovereignty over Hong Kong in 1997, and the prospect of a North American free trade agreement. Alberta will want to be in a position to respond to any measures detrimental to its interests. This is particularly important since many countries,

including Alberta's major trading partner, the United States, will continue to face protectionist pressures from domestic constituents.

Alberta's offices are located in London, New York, Los Angeles, Tokyo, Hong Kong, and the newest site Seoul, South Korea (which opened in 1988). Four of these offices are "full-service" missions with a number of departmental representatives. These offices, headed by Agents General, include London, which is responsible for the United Kingdom and continental Europe; New York, responsible for the United States; Hong Kong, which covers China, Southeast Asia, Australia, and New Zealand; and Tokyo, which covers Japan and Korea.

Alberta also has entered into a joint venture with the China National Petroleum Corporation (CNPC) to establish the China-Alberta Petroleum Training Centre in Beijing. The Centre will be operational in mid-1991.

ALBERTA INTERNATIONAL OFFICE LOCATIONS



OVERALL OBJECTIVES AND SERVICES

Alberta's international offices are a key part of Alberta's economic development and diversification plan and play a vital role in promoting the Province's international interests. The offices work in conjunction with Alberta's private sector, government departments, and Canadian embassies and consulates on a wide range of projects and activities. All Alberta offices share the following **Primary Objectives**:

- promoting the sale of Alberta products and services in their regions in cooperation with Alberta businesses;
- encouraging and securing investment and, where appropriate, business immigration, to contribute to Alberta's economic development, diversification, and employment;
- providing information on developments in each region and contributing to the formulation of Alberta's trade and investment strategies;
- marketing Alberta as a tourism destination for foreign visitors;
- promoting technology transfer;
- promoting scientific, cultural and academic exchanges that stimulate new ideas and enhance the development of Alberta's scientists, artists and teachers;

- enhancing the awareness and understanding of Alberta in the region, thereby marketing Alberta in the broadest sense; and
- assisting with cultural and educational activities.

The size and mandate of each office vary, but they generally provide the following **Services:**

- identifying market opportunities and foreign joint ventures;
- providing business intelligence on potential strategic alliances leading to investment in Alberta, and the development and maintenance of a network of potential investors;
- assisting private sector and government officials in arranging promotional activities and trade shows;
- aiding Alberta businesses to gain an understanding of foreign cultures and business environments, assisting with interpretation, arranging introductions and appointments for Alberta businesses with key contacts in the region, and providing follow-up to these meetings;
- providing, on a limited basis, office space and administrative support to Alberta companies;
- assisting the scientific, technical and educational sectors in enhancing their programs and projects by arranging contacts with appropriate institutions in the regions.

OFFICE PRIORITIES AND ACCOMPLISHMENTS

While the offices share certain objectives, each office has a mandate which is determined by Alberta's particular interests in its region. The priorities evolve through time. The following section briefly describes each office's mandate and current areas of primary interest, and provides highlights of recent accomplishments. A summary chart of general activity statistics for the period from April 1990 to February 1991 for each office is also included.

LONDON

First established in 1913 and re-established in 1948, Alberta House in London was Alberta's first international office. It is responsible for pursuing Alberta's interests in continental Europe as well as the United Kingdom. While it has a broad focus, Alberta House concentrates on securing investment, primarily from the United Kingdom and Germany, expanding provincial trade and joint venture opportunities in Europe, encouraging entrepreneurial immigration and attracting European tourists to Alberta.

The office places particular emphasis on sales of oil and gas field equipment and services, manufactured products and forestry products, and on attracting investment to the oil and gas and high technology/aerospace sectors. The office provides information and intelligence on matters such as the European Community's single market (1992) initiative, and on European agricultural policies which directly affect Alberta's farmers. The forest products sector represents an important new focus for the office and, in 1990, the first major (25 member) Alberta forest industry mission to the United Kingdom and Europe was coordinated by Alberta House in London.

Beginning with preliminary discussions in late 1987, the London office was closely

involved in assisting Laporte Industries of the United Kingdom in their efforts to establish a "fine" chemicals manufacturing base in Alberta. After an initial visit to Alberta in February 1988, Laporte began negotiations with Raylo Chemicals of Alberta, eventually resulting in investment of approximately £10 million (\$20 million Cdn.) in the construction of a chemical manufacturing facility near Edmonton. Further investment is expected.

The London office was involved in the critical early stages of the search by British Gas PLC for suitable investment opportunities. Through the sponsoring of Independent Petroleum Association of Canada investment seminars, designed to inform U.K. corporate and financial executives of investment opportunities in Alberta's energy sector, Alberta House played a major support role in the 1989 British Gas investment in Bow Valley Industries of Calgary. This investment, valued at more than \$516 million, substantially improved Bow Valley's financial strength.

The promotion of Alberta as a business travel and tourist destination is a major ongoing task. Approximately 100,000 visitors from the U.K. visit Alberta annually and spend about \$35 million in the province. In recent months, Alberta House has coordinated successful programs introducing 40 European and United Kingdom wholesalers to private sector tourism operators in the province and arranged for a number of Alberta firms to be represented at the World Travel Market in London. Office staff have also been active in developing promotions such as the recent filming and broadcast of a special on Alberta as a tourist destination, aired on British T.V.

The office has also assisted a number of smaller-scale Alberta companies, such as Access Technologies of Calgary, which recently sold computerized taxi meters worth approximately \$1.5 million in the United Kingdom.

In addition to its ongoing trade and investment activities, the office has developed a new focus on business immigration from the United Kingdom, the Netherlands and Germany, an area which shows considerable promise for the future.

Alberta House in London plays a significant role in the advancement of the cultural and academic sectors through sponsorship and involvement in a wide range of cultural events showcasing Alberta talent. The office also takes a major role in promoting academic understanding of Alberta in the United Kingdom and western Europe through a program of exchanges, seminars and conferences through the Canadian Studies program and involvement in the Foundation of Canadian Studies in the United Kingdom.

London 1990-91 Statistical Report

Total Number of Alberta Companies Assisted

Edmonton	90
Calgary	118
North of Edmonton	36
Central Alberta	12
South of Calgary	59
TOTAL	315

Companies by Sector

Oil and Gas	36
Agricultural Products	41
High Technology	35
Forestry	30
Other	173

Total Number of Inquiries, Contacts and Meetings by Type

Tourism	7270
Immigration	675
Investment	110
General	950

Total Number of Alberta Promotions

Trade Fairs	14
Cultural	15
Investment	9
Other	6

Trade Missions and Government Meetings

Alberta Trade Missions	8
Intergovernmental	47

NEW YORK

The New York office, opened in 1982, is responsible for pursuing Alberta's interests in the United States, paying particular attention to Washington, D.C. and the Eastern States. A primary focus of the office is monitoring political and economic developments in Washington, D.C., and assessing those issues which have an important impact on Alberta – including oil and gas regulatory decisions, agricultural legislation and a number of specific trade issues (e.g. pork, lumber). The office also supports efforts to secure investment from the United States by maintaining close ties with the New York financial community.

For the past two years, the New York office staff has worked closely with the Iroquois gas group, as well as its component corporations and partners, to assist in the expeditious approval of a major natural gas project from Alberta to the U.S. east coast. This February, construction commenced across Long Island Sound on the Iroquois Pipeline. This multi-billion dollar project, involving the expansion of the Trans Canada Pipeline and the construction of new pipeline from the Canadian border to Long Island in New York, is the most significant development in Alberta's energy export scene in the last several years. When completed, it will provide a major diversification of Alberta's gas export markets, assuring that Alberta producers have an alternative to the Eastern Canada, California and Midwest markets, and contribute to the strength of the energy sector in Alberta for several decades.

The New York office actively promotes business and incentive travel to Alberta from New York and the Northeastern states. The

office has conducted promotions with Alberta industry partners, arranged and escorted selected corporate and association executives on site visits to Alberta, and contacted insurance conference planners, health care industry meetings, and other conference organizers. As a result of these activities, a large number of U.S. companies and organizations have committed themselves to hold conventions in Alberta.

The New York office also actively provides service to individual companies. As an example, the office was recently approached by a small New Jersey high technology diagnostics company, wishing to relocate to Canada and trying to choose between Alberta and another province. After a long discussion regarding raw material supply, cost of product distribution, and environmental requirements, it became clear that there was no inherent "business" disadvantage to locating in Alberta. The office provided costs for home prices and site rental, and information on the quality of education for the owner's children, with the result that the company will relocate to Alberta in 1991.

The office was also recently approached by an Alberta company concerned about access to potential contracts for the post-war reconstruction of Kuwait and Iraq. Through contacts in large American construction companies, the Alberta office was able to provide the names of appropriate contacts who could assist the Alberta company in promoting its products and capabilities.

New York 1990-1991 Statistical Report

Total Number of Alberta Companies Assisted

Edmonton	41
Calgary	68
North of Edmonton	0
Central Alberta	0
South of Calgary	1
TOTAL	110

Companies by Sector

Oil and Gas	51
Agricultural Products	3
High Technology	11
Forestry	7
Other	38

Total Number of Inquiries, Contacts and Meetings by Type

Tourism	1650
Immigration	52
Investment	65
General	78

Total Number of Alberta Promotions

Trade Fairs	11
Cultural	8
Investment	9
Other	2

Trade Missions and Government Meetings

Alberta Trade Missions	7
Intergovernmental	29

LOS ANGELES

The Alberta office in Los Angeles was established more than 20 years ago. It is staffed by two provincial officials, one of whom is responsible for promoting export and investment opportunities for Alberta companies, while the other markets Alberta as a tourism destination.

While Alberta exports many goods and services to California, the most significant commodity is natural gas. Over 40% of Alberta's natural gas exports go to California, producing revenues of more than \$800 million annually. Additional exports are limited only by the present restrictions in pipeline capacity. At least two proposals are currently before American state and federal regulatory agencies for pipeline expansion.

Alberta House works to raise awareness in Los Angeles of the availability of Alberta natural gas as a secure source of energy and as

a clean burning fuel. Many Alberta natural gas distributors have established strategic alliances or separate U.S. operations in California to market and position themselves for added sales when capacities are increased.

Computer technology developed in Alberta has been successfully applied several times in the California market. As well, Silicon Valley continues to be an important source for the development of future technology transfer arrangements in the fields of biotechnology, electronics and computer components.

The Los Angeles Office actively promotes a number of processed Alberta agricultural products including beef, pork, seed potatoes, canola oil, feed grain, speciality beer, sparkling water and other foodstuffs. Agricultural equipment such as livestock handling material and cattle ration equipment is also being sold into California from Alberta. If the drought being experienced by California worsens and California farmers and ranchers are forced to reduce their herds, Alberta is positioned to take advantage of the expected increase in demand for more red meat.

Many other opportunities exist for Alberta companies in the California marketplace, particularly in the environmental, wood product and apparel sectors.

During the 1990/91 fiscal year, Alberta Tourism, Los Angeles, participated in 17 international consumer travel shows, eight travel trade promotions and three major mall promotions. These events in California, Arizona and Texas reached more than two million consumers and three thousand quality travel agents.

Consumer travel-related telephone inquiries received through the Los Angeles office were up 27% over the 1989/90 year, reflecting the positive impact of Alberta's advertising and promotion efforts. The office handled over 6,400 telephone requests for information in

1990/91 excluding those made through a toll-free line to Alberta.

The Los Angeles office has also been instrumental in organizing the Alberta Seniors Host Program. Under this program, the first of its kind, Alberta seniors wintering in the warmer climates of Arizona, California, Nevada and Texas volunteer to market Alberta to retirees wintering from other parts of North America. Working as "hosts", these Albertans initiated over 4,000 consumer enquiries on Alberta from the seniors market.

Los Angeles 1990-1991 Statistical Report

Total Number of Alberta Companies Assisted

Edmonton	23
Calgary	29
North of Edmonton	8
Central Alberta	14
South of Calgary	10
TOTAL	84

Companies by Sector

Oil and Gas	20
Agricultural Products	22
High Technology	13
Forestry	15
Other	14

Total Number of Inquiries, Contacts and Meetings by Type

Tourism	7400
Immigration	-
Investment	31
General	347

Total Number of Alberta Promotions

Trade Fairs	50
Cultural	-
Investment	16
Other	-

Trade Missions and Government Meetings

Alberta Trade Missions	10
Intergovernmental	20

TOKYO

Opened in 1970, the Tokyo office has overall responsibility for Alberta's activities in Japan and Korea, Alberta's second and fifth most important export markets in 1990. Over the last decade, Alberta's exports have experienced their fastest rate of growth in these two markets, fostered in large part by the activities of the Alberta office. Working in two markets where language and cultural differences are a significant barrier, the office's role in identifying new trade and investment opportunities, providing ongoing market intelligence, and assisting business visitors is a major factor in keeping Alberta active in this very competitive arena.

The Tokyo office promotes Alberta products and services in Japan and facilitates investment in priority areas for Alberta's economic growth and diversification. The pursuit of trade and investment opportunities in the energy, high technology, food products and manufacturing sectors are key areas of concentration. The office is helping to develop investment and technology transfer opportunities by keeping abreast of the newest technologies and trends. Beyond trade promotion activities, the office is involved in a broad range of activities to build awareness of Alberta, including a variety of educational and cultural initiatives. The office plays an important role in Alberta's special relationships with the provinces of Hokkaido in Japan and Kangwon in Korea.

A highlight of Canada's presence in Japan in 1990 was the Dinoventure '90 show near Tokyo. The Tokyo office was closely involved in the organization and promotion of this major event, which was primarily negotiated and presented by Alberta Culture and Multiculturalism. The show featured a large-scale exhibition of dinosaur remains from Alberta. Dinoventure '90 received more than 1.2 million visitors, and extensive television and media exposure reaching 20 million Japanese.

Specific tourism seminars were held for the wholesale tourism trade to promote new tourism destinations. Alberta tourism operators used this as one aspect of a promotional strategy in Japan carried out with the assistance of the Tokyo office. Tourist visits from Japan have now surpassed the 100,000 mark on an annual basis. Direct flights to Alberta and ongoing efforts to broaden the tourism experience will lead to an expansion both in numbers of visitors and length of stay in the future.

Promotion in the agricultural sector has long been a priority of the office, both in trade and investment. The Alberta office was instrumental in developing a beef promotion strategy for Japan, leading to the formation of the Canada Beef Export Federation, which is substantially assisted by the Tokyo office. Beef is promoted through restaurant and hotel promotions, and major retail chain marketing efforts. Reciprocal staff secondments with Seiyu Ltd., one of Japan's largest supermarket chains, have led to the development of several new food products for the Japanese market. Van's Sausages and MLM have both introduced new products to Japan through Seiyu. Seiyu purchased roughly \$3.5 million of processed foods from Alberta in 1990. Sales of Alberta agricultural commodities products and services to Japan surpassed \$520 million in 1990, including high quality beef sales of more than \$13 million.

The office also provided introductions and continued support to a number of Alberta companies that subsequently secured contracts. One example is Sun Mountain Water, which has an agreement to supply mineral water to more than 200 Family Mart Stores throughout Japan in 1991-92.

Sales of Alberta lumber products have risen steadily since a mission led by the minister visited in 1989. Now, seven Alberta saw-

mills are providing high quality lumber to Japanese customers. Five joint ventures with Albertans and Japanese companies have been arranged in this sector with the assistance of the Tokyo office. Sales of log homes by various Alberta companies continue to show steady sales growth; Tokyo office staff identified most of the agents for these sales. ATCO International was also aided in its sales of 60 manufactured homes to a Japanese company.

In 1989, a major feature film, "Heaven and Earth", was shot on location in Alberta. The company spent some \$15 million in goods and services in the province in producing this film. Kadokawa Films will return to Alberta for another major film this summer. The Tokyo office has been instrumental in attracting the company to choose Alberta as its main filming site in North America.

The continued promotion of Alberta as a good place to invest showed a breakthrough in 1988-90. Cumulative announcements show that Japanese companies plan to invest more than \$3 billion in a new forestry projects, the pharmaceutical industry, and new tourism developments. Several other investments in new job creation projects are under study by Japanese contacts.

Tokyo 1990-1991 Statistical Report

Total Number of Alberta Companies Assisted

Edmonton	83
Calgary	165
North of Edmonton	14
Central Alberta	19
South of Calgary	17
TOTAL	298

Companies by Sector

Oil and Gas	25
Agricultural Products	144
High Technology	46
Forestry	44
Other	39

Total Number of Inquiries, Contacts and Meetings by Type

Tourism	15,000
Immigration	40
Investment	500
General	1,500

Total Number of Alberta Promotions

Trade Fairs	24
Cultural	8
Investment	16
Other	85

Trade Missions and Government Meetings

Alberta Trade Missions	61
Intergovernmental	54

SEOUL

Established in 1988, the Alberta office in Seoul is the newest of Alberta's international offices. It was opened in response to the growing market opportunities in Korea which have resulted from changes in government regulations and market-opening measures in that country.

The primary objective of the Seoul office is to increase the level of awareness of Alberta and its companies in Korea, as the Korean market has traditionally focused its attention on Japanese, USA and Australian sources. A number of successes have resulted. The emphasis placed by the office on agricultural, forestry and manufactured products exports, investment, entrepreneurial immigrants and tourism has been rewarded with positive results.

The Seoul office, working with Alberta Agriculture staff, the University of Alberta and the private sector, promoted dehydrated alfalfa products in Korea, which resulted in Alberta companies taking 85 per cent of the market share when it opened in 1988. This share has since increased to some 95 per cent.

A similar strategy is being followed in opening up a market for feed grade barley. It is

anticipated sales could reach \$50 million annually when the market is opened sometime in 1991. The Seoul office has also worked with Alberta meat packers to introduce high quality beef to the Korean market. Sales of \$18 million have been achieved over the past two years. New agricultural products such as jams, mustard products and whiskey have also been successfully introduced.

Assistance has been provided to over 200 other Alberta companies seeking entry into the Korean market, ranging from DKW Systems Ltd. in sales of computer software, to Cedar Log Homes Ltd., now selling log homes into the market.

The office has also been active in the promotion of business immigration. Through various promotional efforts and seminars, the Seoul office has directed over 120 potential immigrants into the system, and staff continue to work with the Canadian embassy in promoting Alberta.

The Seoul office is also working to attract corporate investment to Alberta. A \$5 million investment in Calgary by a major corporation may lead to further investments in the manufacturing sector. Several other companies are in various stages of investment study, with a potential of more than \$200 million in new plants being considered.

The Seoul office has been among the most active Canadian entities in Korea in the promotion of tourism. Recent liberalization of regulations for outbound Korean tourists has seen a steady growth in Korean visitors to Canada and Alberta is one of the most popular destinations for these visitors.

The Seoul office works with the various post secondary educational institutions in helping them to expand their broad network of contacts in Korea. These contacts developed over the past 20 years have been instrumental in positioning Alberta at the forefront among Canadian institutions active in Korea.

The office also has taken over the work of coordinating the relationship with Kangwon-do, Alberta's sister province in Korea. This relationship, currently focused on educational, sports and agricultural exchanges, plays a vital role in expanding Alberta's presence in Korea.

Seoul 1990-1991 Statistical Report

Total Number of Alberta Companies Assisted

Edmonton	85
Calgary	87
North of Edmonton	18
Central Alberta	31
South of Calgary	28
TOTAL	249

Companies by Sector

Oil and Gas	15
Agricultural Products	45
High Technology	27
Forestry	4
Other	158

Total Number of Inquiries, Contacts and Meetings by Type

Tourism	35
Immigration	69
Investment	51
General	172

Total Number of Alberta Promotions

Trade Fairs	6
Cultural	-
Investment	15
Other	3

Trade Missions and Government Meetings

Alberta Trade Missions	5
Intergovernmental	27

HONG KONG

Alberta's office in Hong Kong was established in 1980 to promote the Province's interests in Hong Kong and the People's Republic of China, as well as in Southeast Asia, Australia and New Zealand.

The office concentrates on sales of Alberta products throughout the region, and on attracting investment and business immigrants, particularly from Hong Kong, Taiwan, Singapore and Malaysia. Tourism and Alberta food product promotions are also important activities of the Hong Kong office. The office also works closely with Canadian embassies and commissions in the region, identifying trade and investment opportunities in areas such as high technology, oil and gas and educational services.

Working with Alberta Agriculture, the office has been instrumental in the organization of several Alberta food and beef promotional efforts in the past three years. Promotions such as the annual Sheraton Corporate Reception, the Food and Beverage Canada Exposition, the Alberta Beef Promotion at the Furama Hotel, and the Yaohan Department Stores' "Taste of Canada" promotion have been successful in introducing a variety of quality Alberta products into the competitive Hong Kong market, including honey, sausages, flour, baking mixes and mushrooms. The office also coordinated similar food promotions in Singapore, Kuala Lumpur, and Beijing. Sales of 100,000 pounds of Alberta beef, as well as other food products valued at \$350,000, were a direct result of the latest such promotion through the Dah Chong Hong supermarket chain, which has established Alberta as a supplier of food products.

A primary mandate of the Hong Kong office has been the attraction of Hong Kong investment to Alberta industry. To that end, the office has staged sector-specific investment seminars on food processing, manufacturing (lead-recycling, plastics) and the garment and textile industry. Results of these efforts have included the establishment of a plastic injection moulding factory in Edmonton, representing a \$1.2 million investment and 60 jobs for Albertans.

While continuing to focus on capital investment, the Hong Kong office is also involved in attracting entrepreneurial immigrants from the region. Interviews have been held in Singapore, Malaysia, Hong Kong, and Taiwan for potential business immigrants. From January 1988 to September 1990, 290 such immigrants have moved to Alberta. Businesses established in Alberta by these entrepreneurs include a restaurant in Edmonton (employing 36 Albertans full-time and 33 part-time), a silk textile manufacturing plant in Calgary (4 jobs), a knitwear plant in Calgary (10 jobs), as well as companies involved in plastics manufacturing, computing and other areas. As Hong Kong business immigrants brought an estimated \$2 billion in investments to Canada in 1990, the office continues to make this an area of high priority.

Working with Alberta Tourism, the office has participated at major international travel exhibitions such as Intertour Expo in 1990 and Pacific Asia Travel Association 1989 in Singapore. In addition, the office organized a tour to Canada for one of Hong Kong's two major television networks to film a documentary series on Canada as a tourism destination. Alberta was featured in nearly 50 per cent of the programs. An estimated 83 per cent of Hong Kong's population viewed these programs, resulting in significant exposure for Alberta in this market.

With the approach of 1997 and Hong Kong's reversion to Chinese administration, the Hong Kong office plays a significant role as a window on the People's Republic of China, especially given its proximity to the southern Chinese Special Economic Zones. Market intelligence and monitoring of events in China are an additional aspect of the office's operations.

Hong Kong 1990-1991 Statistical Report

Total Number of Alberta Companies Assisted

Edmonton	85
Calgary	80
North of Edmonton	5
Central Alberta	14
South of Calgary	16
TOTAL	200

Companies by Sector

Oil and Gas	35
Agricultural Products	30
High Technology	15
Forestry	1
Other	119

Total Number of Inquiries, Contacts and Meetings by Type

Tourism	300
Immigration	963
Investment	550
General	300

Total Number of Alberta Promotions

Trade Fairs	6
Cultural	5
Investment	8
Other	3

Trade Missions and Government Meetings

Alberta Trade Missions	
• Individual	75
• Missions	1
Intergovernmental Meetings	7

Alberta's
International
Offices
11

SUMMARY 1990-1991 STATISTICAL REPORT (ALL OFFICES)

Total Number of Alberta Companies Assisted

Edmonton	407
Calgary	547
North of Edmonton	81
Central Alberta	90
South of Calgary	131
TOTAL	1256

Companies by Sector

Oil and Gas	182
Agricultural Products	285
High Technology	147
Forestry	101
Other	541

Total Number of Inquiries, Contacts and Meetings by Type

Tourism	25255
Immigration	1799
Investment	1307
General	3347

Total Number of Alberta Promotions

Trade Fairs	111
Cultural	36
Investment	73
Other	109

Trade Missions and Government Meetings

Alberta Trade Missions	167
Intergovernmental	184

OTHER ALBERTA INTERNATIONAL REPRESENTATION

The Alberta Petroleum Training Centre in Beijing was established in 1990 as a joint venture between the Alberta government and the China National Petroleum Corporation (CNPC). Its primary role is to provide training to China's management and technical personnel in the area of advanced petroleum technology. The office will also assist the Alberta private sector in marketing Alberta oil and gas equipment and services, market intelligence, technical seminars, exhibitions and the provision of office space and support services.

In addition, the Alberta government employs the services of contract consultants in various locations throughout the world, where there are no Alberta offices. These consultants are usually hired for specific projects or for their specialized knowledge of issues of particular importance to Alberta. The Department of Economic Development and Trade has contract consultants to advise on matters related to provincial trade and investment

promotion in Milan, Italy and Bangkok, Thailand. Alberta Tourism employs consultants in Geneva, Chicago and Washington, D.C. to assist in tourism marketing to the meetings and incentives sector.

SUMMARY OF OFFICE STAFFING AND COSTS

Alberta's international offices are staffed at the senior level by Albertans, with office support functions provided by locally-hired persons. This approach results in two major benefits. With Alberta citizens heading the operations, the offices are able to operate effectively within the overall international strategy of the Alberta government and from a strong base of knowledge of the province. The locally-hired staff provide the offices with in-depth understanding of the regional business and social environment, and are able to assist senior staff in accessing the decision makers in each office's region.

The following chart indicates staffing and operating costs at each of the six international offices for the 1990-91 budget year:

1990/91 Budget (\$000)

	Total Program Costs	Public Works Costs	Total
London	1353	780	2133
New York	958	501	1459
Tokyo	2382	914	3296
Hong Kong	934	570	1504
Los Angeles	759	107	866
Seoul	402	60	462
Total	6788	2932	9720

1990/91 Staff Complement

	Posted	Local	Total
London	3	9	12
New York	2	5	7
Tokyo	4	17	21
Hong Kong	3	8	11
Los Angeles	2	3	5
Seoul	1	3	4
Total	15	45	60

Comparisons with other provinces' complement of international office locations and staffing levels illustrates Alberta's relative position in the international arena. Other provinces may have somewhat different strategic goals for their international representation (most notably Quebec with its emphasis on the promotion of French language and culture). The following summary provides useful comparative data.

Quebec - 22 international offices, along with representatives (primarily dealing with immigration) at Canadian embassies in six additional locations throughout the world. Quebec's international offices range in size from two to three officials in Lafayette, Louisiana and a tourism office in Washington, D.C., to 38 in New York and 88 in Paris. On average, the staff at most of Quebec's offices totals between 10-20 individuals. Examples include Mexico, Dusseldorf, Los Angeles, Boston and Tokyo.

Ontario - 16 full offices, consultants in Minneapolis, Minnesota and in Thailand, as well as a condominium arrangement (where provincial government representatives are located within Canadian office space) with the Canadian embassy in Seoul.

British Columbia - eight international offices located in London, Tokyo, Hong Kong, Singapore, Munich, Seattle, San Francisco and Irvine (Los Angeles), California. The Province also has a condominium arrangement with the Canadian embassy in Seoul.

Saskatchewan - four international offices situated in London, Hong Kong, New York, and Zurich. In Minneapolis, Minnesota, Saskatchewan shares a condominium arrangement with the Canadian consulate.

Manitoba - has an office in Hong Kong and consultants in both Tokyo and London.

Nova Scotia - has representatives at five locations internationally, including an average

of two to three officials in Paris, London, and Essen, Germany. In the United States, the Province operates an office in Boston, as well as an office in Portland, Maine (primarily to respond to tourism inquiries).

New Brunswick - has a consultant in Hamburg, Germany and a representative in Providence, Rhode Island employed on a part-time contractual basis. A provincial office in Boston will be closed this spring.

Newfoundland - has a representative working out of the Canadian High Commission in Hong Kong.

COOPERATION WITH FEDERAL POSTS

One important function of Alberta's representatives abroad is ensuring that Alberta's offices and Canada's embassies and consulates work in close cooperation with each other. While Alberta is committed to pursuing the Province's international interests, it respects the Government of Canada's constitutional responsibilities and agrees that Canada must speak with one voice on matters of foreign and defence policy.

In addition to ensuring that Alberta's activities are consistent with Canada's foreign policy, a good working relationship between the Alberta office and the Canadian post means that Alberta has access to timely information on developments and opportunities in the region which might not otherwise be learned until much later. As an example, the offices can ensure that Alberta companies have opportunities to participate in federally-sponsored trade missions or other promotional activities in the region. In addition, the Alberta offices keep Canadian diplomats informed of Alberta interests, priorities, and expertise, so that they, too, can work on Alberta's behalf.

Questions are sometimes asked as to why Canada's embassies and consulates cannot supply the services that Alberta's offices provide and whether or not Alberta is duplicating Canada's efforts abroad. While Alberta offices work closely with federal government posts, Alberta cannot rely exclusively on these federal posts to protect and promote the Province's interests effectively. In the areas of trade and investment, for example, the federal offices have a broad mandate to serve all regions of Canada. Recognizing that it is difficult for them to maintain up-to-date and detailed knowledge of Alberta's capabilities and opportunities, the Province is able to supplement their endeavours. This is especially true at the present time, as expenditure restraints at the federal level mean that embassies and consulates cannot devote as much time and effort to provincial interests as may be necessary. In addition, it is sometimes in Alberta's interest to differentiate the Alberta economy and business environment from that of Canada as a whole. The current economic climate, with a recession affecting other parts of Canada much more seriously than Alberta, is a good case in point.

Another matter which has been thoroughly assessed by the Province is the potential for locating Alberta government representatives within Canadian office space. This is known as a condominium relationship and the federal Department of External Affairs is offering to accommodate such arrangements for provincial officials in a number of cities.

A condominium arrangement is primarily useful where physical, governmental and social infrastructures are lacking, where political situations are complex and changing, or where Canadian identity provides advantages in terms of recognition, reputation and acceptance. In other situations, condominium arrangements can offer technical or administrative advantages through close proximity to Canadian offices involved in similar activities.

It is very important to note that, in most instances, there is virtually no cost advantage to such arrangements as the federal government approaches the matter on the basis of full cost recovery. In some cases, where Canadian embassies are in new, relatively high profile, high-cost locations, the costs of condominium arrangements tend to be higher than would those of a stand-alone Alberta office.

A relationship of a different sort is now underway in the new Canadian embassy in Tokyo. The Alberta office moved into embassy space in April 1991, and held a series of promotions, involving the private sector and government departments to officially open the office. Under this arrangement the Alberta office will be located within the embassy premises but will function as a distinct entity, working closely with, but not part of, the embassy hierarchy.

FUTURE DIRECTIONS

The importance of different regions and markets to Alberta's growing economy are assessed on an on-going basis. Relevant information and data are reviewed regularly to ensure that Alberta's international office operations are appropriately located and staffed to meet the economic and other challenges of international markets in the 1990s.

The closure of the Houston office and the opening of the office in Seoul in 1988-89 serve as examples of the kinds of strategic decisions that have been made, and will continue to be made to ensure that Alberta's international offices continue to play an important and efficient role.

APPENDICES

Alberta's
International
Offices
Appendices

APPENDIX I

REGIONAL SUMMARIES

United States

The United States is by far the largest market for Alberta products, with approximately 75% of total provincial exports in 1990 going to that destination. This figure has remained constant for the last decade, despite the dramatic fall in prices for oil and gas during the 1980s. Of the \$11.7 billion in exports in 1990, roughly 70% consisted of oil and gas sales. The United States also continues to be Alberta's most important source of direct investment (especially in the energy sector) and tourism. Because of this volume of economic exchange, the province will continue to require the New York Office to closely monitor U.S. legislative and regulatory actions.

The United States market is the most accessible and has the largest potential for most Alberta companies. A key element of the Alberta export strategy is to encourage mid-sized and smaller companies to enter the export market, and the U.S. is the natural starting place. A continuation of the recent, concerted market development effort is needed to capitalize on the trade and investment opportunities resulting from the Canada/U.S. Free Trade Agreement.

The United States also represents the largest single source of foreign investment capital and its continued importance in that regard cannot be overstated.

Asia

The Asia-Pacific region surpassed Europe as the second most important trading region for Alberta over a decade ago and it has continued as a substantial and growing market. The region contains almost half the world's popula-

tion and countries in the area have maintained economic growth rates on average of between four to seven per cent over the last decade. By the year 2000, Asia will have 60% of the world's population, 50% of world production and 40% of world consumption.

Five of the top ten destinations for Alberta products lie in the Asia-Pacific region. Individually, Japan, China and South Korea ranked second, third, and fifth respectively as markets for Alberta products in 1990. The value of 1989 exports to the Asia-Pacific region was estimated at \$2.5 billion. The region has accounted for between 16% to 19% of Alberta's total exports over the last three years, and more than 60% of all non-U.S. exports.

Alberta's exports to Japan were worth \$1.12 billion in 1990. In addition, over the past three years, the province has experienced a major breakthrough in attracting investment from Japan. In 1988, the number of Japanese tourists exceeded the number of British tourists for the first time.

Korea's newly industrialized economy has become an increasingly important market for Alberta goods and services, jumping from number nine in 1982 to number three in 1989. Alberta's exports to that country in 1990 were valued at \$339.7 million, an increase of 20 per cent over the previous three year average. As a net capital exporter, Korea has potential to emerge as an important source of investment capital for Alberta.

There also has been a growing interest in further developing other Asian markets, particularly the Association of South East Asian Nations (ASEAN). Over the past few years total exports to the ASEAN nations have grown steadily. Alberta exports in 1990 to the six member nations totalled \$212 million, a 20% increase over 1989 exports. While the magnitude of Alberta's trade with these six countries is still comparatively small, the ASEAN countries are experiencing strong

economic growth, led by Thailand at 11% in 1989. It is anticipated that this trend will continue in the foreseeable future.

The overwhelming majority of Alberta's exports to Asia are primary resources. But Alberta business also hopes to increase its share of manufactured and value-added goods in the face of stiff international competition. Because of distances, time zone differences, sharp cultural and business divergences and the importance of a government connection in many Asian countries, offices are an essential element to doing business there.

Europe

Alberta's interests over the next decade will be significantly affected by the political and economic changes that are currently taking place in Europe. With the reunification of Germany, the restructuring of the European Community into a Single Market by 1992, and the movement toward market economies in both eastern Europe and the U.S.S.R., the next few years are expected to be pivotal in terms of the role played by Europe on the international scene.

For Alberta, however, Europe presents a special challenge in the 1990s. In recent years, Europe has declined in importance as a trading partner for Alberta, partly because of the trade-distorting policies of the European Community's Common Agricultural Policy. Alberta's trade with the European Community represents 2% of the Province's total exports abroad versus 16% to Asia and 75% to the United States.

While western Europe has remained an important source of investment capital for Alberta, in the near term the investment flows may be affected by the competition for the same funds by a unified Germany and the emergent economies of eastern Europe. In addition, European investment will likely be

directed inward for some years as a result of the restructuring required by the Single Market initiative. Because of this intense competition, Alberta will have to try harder to increase its share of European trade and investment in the coming decade.

Some observers predict that the Single Market process will lead to greater protectionist measures within Europe, making it even harder to sell into that market. In addition, because of its size, Europe may be able to determine trade policy and product standards worldwide. Alberta is concerned that such changes to laws and regulations governing trade may inadvertently or otherwise adversely affect Alberta access to those markets. Accordingly, it will be important for Alberta to monitor closely those changes from the office in London.

Despite the above trends, western Europe, as a unified entity of 370 million consumers (European Community and European Free Trade Association), provides numerous trade and investment opportunities for Alberta in the medium term. Perhaps more importantly for Alberta, western Europe will continue to be an important source of science and technology transfer, for business immigration and for tourism.

APPENDIX II

INTERNATIONAL OFFICES - ADDRESSES

Alberta Government Office
27th Floor, General Motors Building
767 Fifth Avenue
NEW YORK, New York
10153 U.S.A.
Tel: (212) 759-2222
Fax: (212) 759-3682
Attention: Mr. James Seymour
Agent General - United States

Alberta Government Office
#1 Mount Street
LONDON, England
W1Y 5AA
Tel: 011-4471-491-3430
Fax: 011-4471-629-2296
Attention: Mrs. Mary LeMessurier
Agent General - United Kingdom &
Europe

Alberta Government Office
Suite 303, The Westin Chosun Hotel
87, Sugong-Dong, Chung-Ku,
SEOUL, 100-070
Republic of Korea
Tel: 011-82-2-773-8961
Fax: 011-82-2-773-8966
Attention: Mr. Neil Simpson
Senior Director, Korea Operations

Alberta Government Office
Rooms 1003-4, Admiralty Centre
Tower Two, Harcourt Road
Central, HONG KONG
Tel: 011-852-528-4729
Fax: 011-852-529-8115
Attention: Mr. Jack Kennedy
Agent General - Asia/Pacific

Alberta Government Office
Place Canada, 3rd Floor
3-37 Akasaka, 7-Chome
Minato-ku
TOKYO 107 Japan
Tel: 011-81-03-3470-1171
Fax: 011-81-03-3470-3939
Attention: Mr. Ivan Bumstead
Agent General - Japan/Korea

Alberta Government Office
Suite 3535, 333 South Grand Avenue
LOS ANGELES, California
90071 U.S.A.
Tel: (213) 625-1256
Fax: (213) 626-2107
Attention: Mr. Jim Armet
Director, Western U.S. Operations
(Alberta Economic Development & Trade)

Beijing Petroleum Training Centre
1143 East Lake Villas
35 Dongzhimenwai Dajie
BEIJING, People's Republic of China
Tel: 011-86-1-408-1069
Fax: 011-86-1-408-2357
Attention: Mr. Norm Spice - Director
(Alberta Economic Development & Trade)

APPENDIX III

INTERNATIONAL OFFICE PERSONNEL

London

Posted from Alberta

Agent General
Executive Director, European Relations
Manager (Tourism)

Locally Hired

Finance/Office Administrator
Research and Information Officer
Driver/Messenger
(6) Secretarial/Administrative Support

Total 12

New York

Posted from Alberta

Agent General
Senior International Trade Counsel

Locally Hired

Director, Economic Development
Director, Corporate/Incentive Marketing
(Tourism)
(3) Secretarial/Administrative Support

Total 7

Tokyo

Posted from Alberta

Agent General
Senior Director, Japan/Korea
Senior Director, Asia (Energy)
Senior Trainee, Seiyu (Agriculture)

Locally Hired

Senior Commercial Officer
(2) Commercial Officers
Technology Liaison Officer
Senior Advisor (Tourism)
Tourism Officer
Deputy Tourism Officer
Education/Cultural Officer
Project Officer

Office Manager
Assistant to the Senior Director - Energy
(6) Secretarial/Administrative Support

Total 21

Hong Kong

Posted from Alberta

Agent General
Trade Director (Economic Development
& Trade)
Director, Business Immigration (Career
Development & Employment)

Locally Hired

Assistant Trade Director
Office Manager
Driver/Messenger
(5) Secretarial/Administrative Support

Total 11

Los Angeles

Hired from Alberta

Director, Western U.S. Operations
(Economic Development & Trade)
Director, Marketing, Southwest U.S.A.
(Tourism)

Locally Hired

Marketing Consultant (Tourism)
(2) Secretarial/Administrative Support

Total 5

Seoul

Hired from Alberta

Senior Director, Korean Operations

Locally Hired

Commercial Officer
(2) Secretarial/Administrative Support

Total 4

Alberta's
International
Offices
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APPENDIX IV

OTHER PROVINCIAL REPRESENTATION

Geographical Distribution of Canadian Provincial Representation

	ALTA	BC	SASK	MAN	ONT	QUE	NS	NB	NFLD
<u>EUROPE</u>									
LONDON	*	*	*	*	*	*	*		
PARIS					*	*	*		
MUNICH		*							
DUSSELDORF						*			
ESSEN, GERMANY							*		
HAMBURG								*	
FRANKFURT					*				
STUTTGART					*				
GENEVA	C								
ZURICH			*						
VIENNA						*			
BRUSSELS						*			
STOCKHOLM						*			
MILAN	C				*	*			
ROME						*			
LISBON						*			

NOTE: For Alberta
 * = Office or Condominium
 arrangement
 C = Consultant
 For other provinces, no
 distinction is made

Appendix IV (cont.)

Geographical Distribution of Canadian Provincial Representation

	ALTA	BC	SASK	MAN	ONT	QUE	NS	NB	NFLD
<u>U.S.A.</u>									
WASHINGTON						*			
NEW YORK	*		*		*	*			
LOS ANGELES	*	*			*	*			
SAN FRANCISCO		*							
SEATTLE		*							
MINNEAPOLIS			*		*				
ATLANTA					*	*			
BOSTON					*	*	*		
CHICAGO	C				*	*			
DALLAS					*				
LAFAYETTE, LOUISIANA						*			
PORTLAND, MAINE							*		
PROVIDENCE, RHODE ISLAND								*	
<u>LATIN AMERICA</u>									
BOGOTA, COLUMBIA						*			
BUENOS AIRES, ARGENTINA						*			
CARACAS, VENEZUELA						*			
MEXICO CITY						*			
PORT-AU-PRINCE, HAITI						*			

Appendix IV (cont.)

Geographical Distribution of Canadian Provincial Representation

	ALTA	BC	SASK	MAN	ONT	QUE	NS	NB	NFLD
<u>ASIA</u>									
TOKYO	*	*		*	*	*			
HONG KONG	*	*	*	*	*	*			*
SEOUL	*	*			*				
SINGAPORE		*			*	*			
BEIJING	*								
NANKING, CHINA					*				
BANGKOK, THAILAND	C				*	*			
NEW DELHI					*				
<u>AFRICA/MIDDLE EAST</u>									
ABIDJAN, IVORY COAST						*			
DAKAR, SENEGAL						*			
DAMASCUS, SYRIA						*			
NICOSIA, CYPRUS						*			

APPENDIX V

CANADIAN PROVINCES - REPRESENTATION ABROAD

	<u>Location</u>	<u>Approx. Size</u>	<u>Department Responsible</u>
British Columbia			
(9 locations)		(53 staff)	
8 Offices	London	17	Intl. Bus & Imm and Tourism
	Hong Kong	9	Intl. Bus & Imm and Tourism
	Irvine, California (L.A.)	5	Intl. Bus & Imm and Tourism
	Seattle	4	Intl. Bus & Imm and Tourism
	Tokyo	5	Intl. Bus & Imm
	Singapore	5	Intl. Bus & Imm
	Munich	5	Intl. Bus & Imm
	San Francisco	1	Intl. Bus & Imm and Tourism
	(Tourism)		
1 Condominium Arrangement	Seoul	2	Intl. Bus & Imm
	(in Cdn Embassy)		
Saskatchewan			
(5 locations)		(11 staff)	
4 Offices	London	2	Trade & Investment
	New York	3	Trade & Investment
	Hong Kong	4	Trade & Investment
	Zurich	1	Trade & Investment
1 Condominium Arrangement	Minneapolis	1	Trade & Investment
	(in Cdn. Consulate)		
Manitoba			
(3 locations)		(5 staff)	
1 Office	Hong Kong	3	Industry, Trade and Tourism
2 Consultants	Tokyo	1	Industry, Trade and Tourism
	London	1	Industry, Trade and Tourism
Ontario			
(19 locations)		(163 staff)	
16 Offices	London	26	Ind. Tr. & Tech
	Paris	18	Ind. Tr. & Tech
	New York	17	Ind. Tr. & Tech
	Tokyo	22	Ind. Tr. & Tech
	Frankfurt	10	Ind. Tr. & Tech
	Stuttgart	1	Intergovernmental Affairs
	Milan	4	Ind. Tr. & Tech
	Atlanta	7	Ind. Tr. & Tech
	Boston	7	Ind. Tr. & Tech
	Chicago	9	Ind. Tr. & Tech

Appendix V (cont.)

	<u>Location</u>	<u>Approx. Size</u>	<u>Department Responsible</u>
2 Consultants	Dallas	7	Ind. Tr. & Tech
	Los Angeles	8	Ind. Tr. & Tech
	Hong Kong	8	Ind. Tr. & Tech
	Singapore	5	Ind. Tr. & Tech
	Nanking	2	Ind. Tr. & Tech
	New Delhi	6	Ind. Tr. & Tech
1 Condominium Arrangement	Minneapolis	1	Ind. Tr. & Tech
	Bangkok	1	Ind. Tr. & Tech
	Seoul (in Cdn. Embassy)	4	Ind. Tr. & Tech

Quebec

(29 locations)

(405 staff)

22 Offices	Atlanta	7	All of Quebec's foreign offices are the responsibility of the Ministry of International Relations, except as noted.	
	Boston	20		
	Chicago	15		
	Lafayette	2		
	Los Angeles	14		
	New York	38		
	Washington (Tourism)	3		
	Brussels	25		
	London	26		
	Milan	4		
	Paris	88		
	Stockholm	5		
	Dusseldorf	14		
	Hong Kong	31		
	Singapore	6		
	Tokyo	20		
	Bogota	7		
	Caracas	7		
	Mexico City	19		
	Port-au-Prince	7		
	Rome	21		
	6 Condominium Arrangements	Nicosia		6
Abidjan (in Cdn. Embassy)		1		
Bangkok (in Cdn. Embassy)		5	Immigration	
Buenos Aires (in Cdn. Embassy)		2	Immigration	
Damascus (in Cdn. Embassy)		4	Immigration	
Lisbon (in Cdn. Embassy)		3	Immigration	
Vienna (in Cdn. Embassy)		4	Immigration	
1 in International Organization		Dakar (in Association des Universités de la langue Française)	1	

Appendix V (cont.)

	<u>Location</u>	<u>Approx. Size</u>	<u>Department Responsible</u>
Nova Scotia			
(5 locations)		(13 staff)	
	Paris	3	Ind. Tr. & Tech
	London	3	Ind. Tr. & Tech
	Essen, Germany	2	Ind. Tr. & Tech
	Portland, Maine	3	Tourism
	Boston	2	Ind. Tr. & Tech
New Brunswick			
(2 locations)		(1.5 staff)	
2 Consultants	Hamburg, Germany	1	Commerce & Tech
	Providence, Rhode Island	1/2	Commerce & Tech
Newfoundland			
(1 location)		(1 staff)	
1 Condominium Arrangement	Hong Kong (in Cdn. Commission)	1	Trade Investment and Promotion Division, Department of Development

APPENDIX VI

STATISTICAL DATA

Value of Alberta's Domestic Exports, 1990 - Top 10 Countries (Statistics Canada)

Country	Rank	Exports(\$)
United States	1	11,680,785,805
Japan	2	1,121,626,564
China, P. Rep.	3	380,752,265
U.S.S.R.	4	351,660,179
Korea, South	5	339,727,577
Taiwan	6	156,451,811
Saudi Arabia	7	98,369,814
Morocco	8	92,289,726
Australia	9	89,617,448
Brazil	10	82,553,809

Major Alberta Exports, 1989 (Alberta Economic Development & Trade)

Product	Exports (\$million)	% of Total
1 Crude Oil	3,426.4	26.6
2 Natural Gas	2,766.0	21.5
3 Cereals	957.1	7.4
4 Petrochemicals	886.8	6.9
5 Sulphur	573.7	4.5
6 Petroleum Products	495.7	3.9
7 Coal	486.3	3.8
8 Plastics & Products	451.4	3.5
9 Wood Pulp	434.5	3.4
10 Canola & Oil	295.3	2.3
11 Wood Products	286.4	2.2
12 Electrical Machinery & Equipment	212.5	1.7
13 Live Animals	206.3	1.6
14 Fertilizers	187.6	1.5
15 Machinery & Mechanical App.	186.6	1.5
16 Meat	176.8	1.4

Business Immigrants to Canada, 1989 - Top 10 Countries (Statistics Canada)

Rank	Country	Number	% of Total
1	Hong Kong	1,146	30.6
2	Taiwan	472	12.6
3	South Korea	270	7.2
4	Kuwait	146	3.9
5	Lebanon	125	3.3
6	Saudi Arabia	113	3.0
7	West Germany	110	2.9
8	England	90	2.4
9	U.S.	71	1.9
10	Malaysia	69	1.8
	Other Countries	1,128	30.2
	Total	3,740	100.0

Immigration to Alberta, 1989 - Top 10 Source Countries (Statistics Canada)

Rank	Country	Number	% of Total
1	Poland	1,817	11.3
2	Hong Kong	1,668	10.4
3	Vietnam	1,416	8.8
4	Philippines	1,066	6.6
5	India	759	4.7
6	U.S.	694	4.3
7	Britain	632	3.9
8	China	551	3.4
9	Brunei	522	3.2
10	Lebanon	487	3.0
	All Other	6,450	40.2
	Total	16,062	100.0

Foreign Tourists Visiting Alberta, 1989 - Top 10 Countries (Statistics Canada)

Rank	Country	Number	% of Total
1	U.S.	1,000,000	7.6
2	U.K.	99,800	7.0
3	Japan	91,200	6.4
4	W. Germany	47,700	3.4
5	Australia	29,900	2.1
6	Hong Kong	15,000	1.1
7	Netherlands	14,800	1.0
8	Switzerland	13,700	1.0
9	France	13,100	0.9
10	New Zealand	10,800	0.8
	Other	80,000	5.6
	Total	1,416,000	100.0



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